

**Philip Morris USA**

**Performance Sum**

*Campbell  
+ Staff mtg*  
**2045875067**

**SUMMARY POINTS**  
**MONDAY, AUGUST 15, 1994**

- Shipment, Nielsen, Consumer Tracking Consistent With Record PM-USA Performance.
- Most Performance Benchmarks Favorable Except:
  - Basic SOC: All outlets and Nielsen C-stores
  - B&H share
  - \$ Pack Gaps: GPC and Doral Pricing Pulling Lowest Discount Below Benchmarks
- Higher than expected shipments correspond with retail promotional activity.

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